

Notes From The Cabin - Jan, 2009

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Company Founder, Ben Sheppard begins a new blog series: Notes from The Cabin We will begin the series talking about what's ahead for 2009. Our vision of how the ever increasing global on line community will be capable of highly successful massive collaboration initiatives, projects, and finally be able to make true dream's dreams come true...

As quoted from the book "Wikinomics by: Don Tapscot and Anthony D. Williams, "Massive collaboration changes everything" and the place where these changes are occurring the most right now are within our own giant media industry..

The media / journalism industry has to date the most to wisely gain, and foolishly lose, from the information age revolution. The biggest opportunities within our industry have not even emerged yet!

In opposition however, our very industry, built by the blood and guts of an older generation who learned how to take control and exploit all the important elements needed for its success during its development stages of yesteryear are NOW creating a HUGE roadblock in an effort to stop the monstrous dam they have built from its inevitable crumbling in on itself!

Rather than learn how to exploit the new far more vast opportunities and channels than ever before, traditional media industry executives are fighting to hold on to what they know and understand, and rightfully so, based on their past success, however they are fighting an exponentially losing battle.

The creators of the current media giants forget the famous and true phrase known to any ghetto gang: "if you can't beat em, join em" They have lost that fresh wild spirit that got them to where they are today. Maybe its the way of life, but maybe a few wise men could make an exception and create a beautiful difference!

If only the eyes and minds of our current media industry executives could relax their tight hold on what got them to the powerful state they now enjoy, if they could come up for air for just a moment and take a look at how they just might possibly re-invent their industry into something even more exciting than their first generation success

were, what a fantastic thing that would be!

However, as pointed out by a new school of Harvard business visionaries, traditional media executives suffer from the same Achilles heel, and are falling into the same trap that many other Large Industrial Giants of the past made resulting in their digestion by smaller companies who openly embraced emerging disruptive technologies and learned how to exploit them long before the larger blind corporations were even on to the shift.

In particular I am talking about the huge computer giant: Control Data, who successfully took control of the hard drive market in the early days when they saw clearly they would not be able to compete in a dying main frame market anymore but, ironically in the end, they were swallowed up by several smaller Japanese compact hard drive manufacturers due to their failure to see that these new devices would make their industry obsolete.

But lets not get sidetracked, we only look to other industries mistakes in hopes we will see the light before it happens to us...

The days of Napster and Sony virus campaigns are behind us now... Lets see what we can do differently to fertilize rather than destroy with salt. Once this paranoid constriction of creative flow is removed the sky will be the limit for anyone with the heart, brains, and brawn to build new empires! Even OLD EMPIRES could be re-invented if they wanted to. IBM showed us that is possible several times actually...

We have a road map, lets use it... Since a very similar shift has already occurred within the IT industry, lets look to them for our guidance into the chaos of our future like a wise man who learns his lessons from other's experience...

The primary intention of our company this year, and many years to come, is to embrace and fertilize all of the emerging changes and above all, harness the new power of mass communication and mass collaboration in the most efficient and natural way so that everyone benefits.

Concepts of grabbing and hording resources are no longer profitable concepts. Centralization is a weakness and risk to survival of the species, the inter collaboration between millions of small self sustained communities and individuals is POWERFUL! Sharing, communicating, and collaboration are the currencies in this new market and we as a company and as individuals are constantly looking for ways to grease and exploit that machine...

As the year unfolds we will be announcing new projects that are exponentially beyond anything we have done in the past as a company who designs automated web sites... Stay tuned...In the meantime see this video:

{youtube}zF0k6dEm0zQ{/youtube}